

Chef's Corner

Oct. 2001 – Issue 12

Navy Personnel Command

Pers655

Wood Pallets Going to Europe

As of Oct. 1, 2001, all wood pallets going into the European Union (EU) countries will have to be specially treated to prevent the spread of the pinewood nematode. The fifteen countries within the EU are Austria, Belgium, Denmark, Finland, France, Germany, Greece, Italy, Luxembourg, Ireland, The Netherlands, Portugal, Spain, Sweden, and the United Kingdom. These pallets will have to be marked (stamped, branded, labeled, etc.) to indicate that they have been treated and by whom. Any products entering these countries on untreated pallets will be refused entry, destroyed, or treated to eliminate the risk. The cargo will have to be off-loaded and may cause considerable delay in shipping time. To get more information visit the following web site: www.aphis.usda.gov/ppq/swp/wunmwp.html. There is also a "frequently asked questions" area at the web site that is helpful. Please remember this applies to **ALL products** that are shipped on pallets. It is recommended that you remind the vendors of this new requirement for shipping to your destination especially those companies you don't order from on a regular basis.

Hale & Farewell

Welcome aboard to Ms. Jennifer Harrison who is a Food & Beverage intern that will be going to the New Sanno Hotel in Tokyo. We wish Jennifer a safe journey to Japan and enjoy this wonderful opportunity to expand her food & beverage experiences.

Farewell to Mr. Gary Bogel who left the Business Activities Branch recently to pursue other career opportunities in Los Angeles, CA. Best wishes to Gary on his future endeavors.

Any non-federal entity product or service mentioned in this publication is for informational purposes only. Neither the Navy nor any other part of the federal government officially endorses any company, sponsor, or their product or services mentioned in this newsletter.



Friendly Reminder...

Several bases have taken us up on our offer to pay their initial license fee. It is not too late we still have a few remaining. We have prepaid license fees for A&W, Long John Silver's, Noble Roman's Pizza Express and one KFC Express. If this is something you are interested in pursuing, contact Marlin Ruhl 901-874-6646 or DSN 882-6646.

Making Liquor Inventory Easier

Looking for a better, more efficient way to do your liquor inventory? Are you tired of using those old, crusty tare scales? Have you given up even using tare scales because they slow you down or they have mysteriously been misplaced? Navy policy states that distilled spirits must be inventoried in ounces and it is up to you to decide how to measure those ounces. Tare scales have been the standard for years but there are many other products available that can give you proper results.

The Shot Glance Inventory System allows managers to record their inventory quickly and accurately. The Shot Glance System consists of a key ring that holds about a dozen different plastic gauges that are formed to fit against the side of various bottle shapes and styles. The gauges work with 750 ml, liter and half gallon size bottles. While holding the appropriate gauge against a bottle, all you need to do is look at where the liquor level lines up with the pre-marked scale on the gauge to determine exactly how many ounces are in that bottle. It's that easy! A complete set is available to the military at \$129 plus shipping and handling. There is also a quantity discount available with the purchase of five or more sets.

If you are interested in learning more about Shot Glance Inventory System call Judy Lowery at 888-756-7121 or email shotglance@uplogon.com.



Branded News Update

MWR has opened some new "branded" operations overseas. At ASU Bahrain, A&W and Orion concepts of Naps BBQ, Hot Stuff Pizza and Cinnamon Street Bakery opened in July 2001 in the Desert Dome.

Web Sites – w3 sites

www.producecollege.com

You must register but one of the most informative sites on all different types of produce. This is one that you need to bookmark!

www.tridentseafoods.com

This site has some recipes, fish product information, and latest promotion information. Thinking of running a traditional fish & chips basket, they have the Pub House battered halibut pieces in a couple of portion sizes. This makes it easy to offer this as a seasonal special. Trident Seafood also features a Firehouse Fillet of Cod or Flounder or Pollock, which is pre-seasoned with Louisiana red pepper for spice. Here's another opportunity to offer something different in your dining room or snack bar.

www.candywarehouse.htm

A great site if you're looking for bulk candies for catering, special events, or just by your register as a thank you.

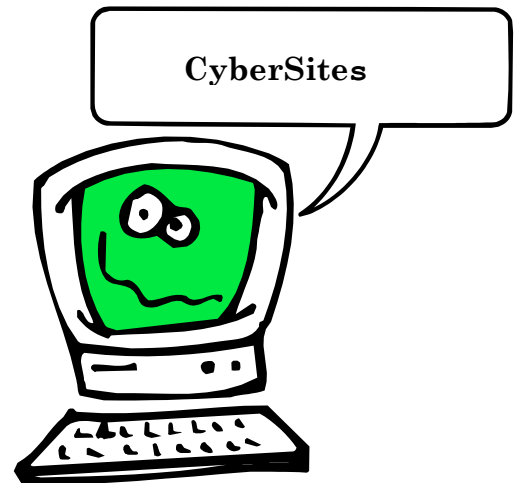
www.customerserviceweek.com

With the MWR Customer Service program, sometimes you need a little help generating ideas to keep the staff motivated. This is a fun site has ideas for games, recognition & incentives, booklets on how to handle difficult customers. It's definitely one to bookmark!

www.foodshow.com

This site offers a choice of viewing or registering. If you're an operator, by registering you have the opportunity to get special discounts on certain manufacturer's products. This also provides links to other valuable foodservice web sites.

Perennial Thanksgiving holiday favorites for turkey, turkey and some of the fixings are www.butterball.com, www.carolinaturkey.com, and www.oceanspray.com.



Trivia Questions

In this issue we've decided to ask 3 questions. How well will you do?

1. What fruit has its seeds on the outside?
2. It's the only vegetable or fruit that is never sold frozen, canned, processed, cooked or in any other form but fresh. What is it?
3. Of all vegetables, only two can live to produce on their own for several growing seasons. All other vegetables must be replanted every year. What are these two perennial vegetables?

New Products

Uncle Ben's Infused Rice – flavors already in the rice.

Roasted Chicken, Tomato & Basil, Garlic & Butter – more info. 1-800-432-2331

Seeds of Change – Organic Products

Pasta Sauces – Roasted Garlic & Onion, Marinara Organic Pasta, Tomato & Basil

Organic Pastas – Penne Rigate, Organic Rotini, Organic, Spaghetti

El Extremo Burritos – Fernando's Foods – Offers this hefty almost 1 lb. filled tortilla. They offer two flavors: Red Hot Beef and Bean, and Red Hot Beef and Bean with Cheese. Big appetites beware!

Spudsters by Simplot

These are tater tot style nuggets made with mashed potatoes instead. They can be used as a side item or appetizer. There are three flavor profiles: Original Buttery Flavor, Cracked Pepper, and Toasted Onion.

An assortment of sauces like ranch dressing, salsas and spicy dips, bbq sauce, honey, country gravy, sweet & sour and cheese.

Plate Perfect Mashed Potatoes from Simplot

Piping mashed potatoes just got easier with Simplot's Plate Perfect Mashed Potatoes.

Plating is as simple as 1-2-3; heat the potatoes in their pouch, cut a corner of the bag, place the potato bag in a pastry bag with your favorite decorating tip, and decoratively pipe the potatoes onto your plates.

Roasted Vegetables without all the Fuss

Simplot has made using and serving roasted vegetables easy for any size operation. Their Roast Works™ product line offers a wide variety: Peppers & Onions, Red Peppers, Green Peppers, Onion, assorted styles of potatoes, Sweet Corn & Peppers, Corn on the Cob, and two pastas with the roasted vegetables.

For information call 800-572-7783 or visit their web site at www.simplotfoods.com.

Variety of Meats & Sausages

What do Italian roast beef, a variety of sausages (breakfast, pizza, bratwurst, Cajun link and rope style), raw and precooked meatballs, and Diamanti™ gyros have in common?

Fontanini Italian Meats offers all these different products. For more information on these products, call 800-331-6328 or their web site www.fontanini.com.

Turkey Mignons

Carolina Turkey offers an alternative to beef filet mignons and chicken breast, with their turkey mignons. The turkey meat is wrapped with bacon and has the appearance like a wrapped filet. The 5.5 oz. portion is packaged on trays or individually cryovac with 24 pieces per case. Contact Carolina Turkey for more product information at

www.carolinaturkey.com or 800-523-4559 or 919-658-6743.

Events & Seminars

National Customer Service Week

Oct. 1-5, 2001

For free tips, game and incentive ideas to recognize the week.

www.customerserviceweek.com

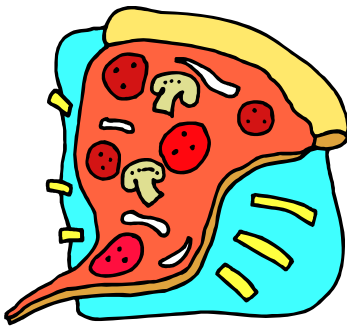
AFRS/NRPA National Conference

(Armed Forces Recreation Society,
National Recreation & Parks Association)

Oct. 2-6, 2001

Denver, CO

Call 703-858-2160 for more information.



Northeast Pizza Expo

Oct. 3-4, 2001

Atlantic City Conference Center

Atlantic City, NJ

For more information contact Bill Oakley
or Linda Keith at 812-949-0909

www.pizzatoday.com

The International West Coast Seafood Show

Oct. 7-9, 2001

Los Angeles Convention Center

Los Angeles, CA

207-842-5504

www.westcoastseafood.com

Nightclub & Bar/Beverage Retailer Convention & Trade Show

Oct. 8-10, 2001

Chicago, IL

888-866-2727

www.nightclub.com

European MWR Expo

Oct. 14-18, 2001

Patrick Henry Village

Heidelberg, Germany

Mid-Atlantic Food, Beverage & Lodging Expo

Oct. 24-25, 2001

Maryland State Fairgrounds

Timonium, MD

800-874-1313

www.marylandrestaurants.com

The Southeastern Restaurant & Foodservice Show

Oct. 21-23, 2001

Cobb Galleria Center

Atlanta, GA

404-873-4482

www.gha.com

Coffee Fest Seattle

Oct. 26-28, 2001

Washington State Convention & Trade
Center, Hall D

Seattle, WA

POC: David Heibrunn

206-232-2982

www.coffeefest.com



Southeastern Restaurant & Foodservice Show

Nov. 5-7, 2001

Sponsored by Georgia Hospitality & Travel Association

Cobb Galleria Centre, Atlanta

404-873-4482

www.gha.com**The International Hotel/Motel & Restaurant Show**

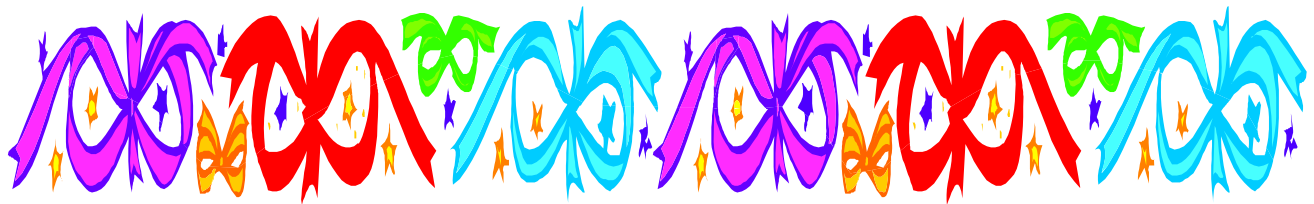
Nov. 10-13, 2001

Jacob K. Javits Convention Center

New York City, NY

POC: George Little Management Inc.

914-421-3296

www.ihmrs.com

Superbowl Plans

This season' Superbowl will take place in the Louisiana Superdome in New Orleans, LA on Jan. 27, 2002. FOX will be televising this season's event. It's too soon to predict which teams will be facing off for the bragging rites of Superbowl 36 Champs. It isn't too early to start to plan for your own Superbowl party. Party location – facility layout for tables, chairs, TV's (cannot have too many for this big event), menu – food (capitalize on Cajun & Creole favorites), party favors, planning contest/s for winning special seating and customer service perks.

Future Superbowl's and their locations:

Superbowl XXXVI (36) – Jan. 27, 2002 – Louisiana Superdome, New Orleans, LA

Superbowl XXXVII (37) – Jan. 26, 2003 – Qualcomm Stadium, San Diego, CA

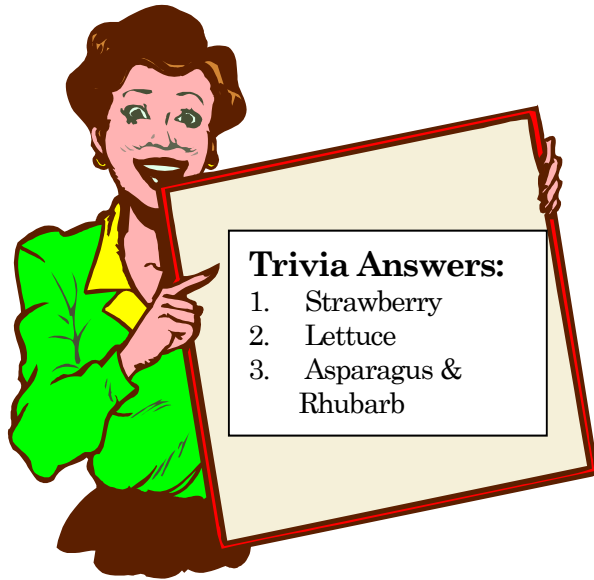
Superbowl XXXVIII (38) – Feb. 1, 2004 – Reliant Stadium, Houston, TX *

Superbowl XXXIX (39) – Feb. 6, 2005 – Alltel Stadium, Jacksonville, FL

Superbowl XL (40) – Feb. 5, 2006 – Ford Field, Detroit, MI *

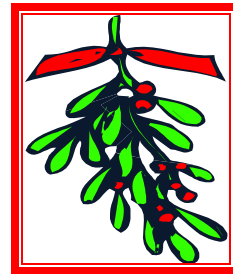
* These are all new stadiums being built.





Trivia – Did You Know?

Mistletoe was used to ward off evil spirits. To think we only thought it was good for kissing underneath during the holidays.



Theme Break Ideas

Reading theme: stacks of old books for library reading or to promote reading

Travel theme: maps, guidebooks, travel posters for events

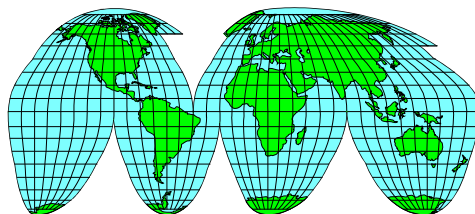
Mystery theme: decorate with mystery novels, toy guns, knives, ropes and bottles labeled “poison”, use of the skull and crossbones, “sleuth hats”, use of black and gray with touches of red to represent bloodshed

Fifties theme: serving food in plastic or paper drive-in burger baskets, black & white checkered tablecloths, sunglasses, fuzzy dice, 45 rpm records, roller skates, musical notes, soda fountain accessories, posters of fifties icons (Elvis, Marilyn Monroe, James Dean, etc.), Coca-Cola memorabilia

For the Holidays – Teddy Bear Teas:

Example hosted every weekend in Dec. with kids/parents/teddy bears- new bears donated received ½ price discount – bears donated to Marine Corp. Toys for Tots

Source: Restaurant Hospitality Magazine – Jan. 2001



Promotional Calendar

October

Diversity Awareness Month
Go Hog Wild-Eat Country Ham
(www.countryham.org)
National Apple Month
National Car Care Month
(www.carcarecouncil.org)
National Cookie Month
(www.cookiesforyou.com)
National Dental Hygiene Month
(www.adha.org)
National Pizza Month
National Popcorn Poppin' Month
(www.popcorn.org)
National Pork Month (www.nppc.org)
National Rollerskating Month
(www.rollerskating.com)
National Seafood Month
National Pasta Month

Oct. 1-5 – No Salt Week
Oct. 7-13 – Fire Prevention Week
(www.nfpa.org)
Oct. 7-13 – National Chili Week

Oct. 14-20 – Kids Care Week
World Smile Day – 5th
Columbus Day – 8th
Navy Birthday – 13th - 226 years
National Boss Day – 16th
Halloween – 31st
National Magic Day – 31st

November

American Diabetes Month
Aviation History Month
Good Nutrition Month
National Adoption Month

National American Indian Heritage Month

(www.doi.gov/bia/namonthist.htm)

National Fig Week

National Georgia Pecan Month

Peanut Butter Lovers' Month

(www.peanutbutterlovers.com)

Sandwich Day - 3rd

General Election Day – 6th

Marine Corp. Birthday – 10th – 226 years

Veterans Day – 11th

National American Teddy Bear Day – 14th

America Recycles Day – 15th

Great American Smokeout – 15th

Mickey Mouse's Birthday – 18th - 73 years

Thanksgiving Day – 22nd

Computer Security Day – 30th

December

Bingo's Birthday Month

(www.bingobugle.com)

National Stress-Free Family Holidays Month

Safe Toys and Gifts Month

(www.preventblindness.org)

Dec. 1-7 – Cookie Cutter Week

Dec. 10-17 – Chanukah

Dec. 26-Jan.1 – Kwanzaa

Walt Disney's 100th Birth Anniversary – 5th

Pearl Harbor 60th Anniversary – 7th

Winter Begins – 21st

Christmas – 25th

New Year's Eve – 31st

First Nights – 31st

(www.firstnightintl.org)



Pumpkins – An American Tradition and Then Some

Autumn is here with cooler temperatures, and vivid colors of reds, yellows, golds, and orange falling leaves. Ornamental corn (Indian corn), gourds, pumpkins, bundled corn stalks, potted fall mums and bales of straw are available for colorful displays. Pumpkins are one of the seasons' traditional favorites for both young and old alike. Whether they're used in a simple decoration setting, painted or carved as Jack O'Lanterns, or even used in cooking for the time-honored pumpkin pie.

Some tidbits you may not know about pumpkins:

- Pumpkins are really squashes. They are a part of the Cucurbita family of squash, which also include other squashes and cucumbers.
- Pumpkins are grown on six of the seven continents. Antarctica is the only continent, which doesn't grow them.
- Pumpkins are high in fiber, rich in Vitamin A and potassium. Only 80 calories in 1 cup of puree.
- Pumpkins come in a variety of colors not just the orange color everyone is familiar with. They also come in white, blue, green, red and yellow.
- The world record weight of the largest pumpkin is 1,140 pounds. David Stelts of Leetonia, OH grew the pumpkin.
- History is unclear whether pumpkin was served at the first Thanksgiving or at the second Thanksgiving but the Native American Indians had used the pumpkin centuries before the pilgrims landed.
- Some popular pumpkin recipes: Pumpkin Pie, Pumpkin Bread, Pumpkin Cheesecake, Pumpkin Cookies, Pumpkin Raisin Muffins, Curried Pumpkin Soup, Pumpkin Fudge, and of course Pumpkin Apple Butter.
- The Irish brought the tradition of Jack O'Lanterns to America.

Source: www.pumpkinnook.com



Top 10 Lists

The following are lists of "Top 10" menu items foodservice operators are adding or are looking to add to their menu offerings to meet their customers needs.

Top 10 Appetizers

These are the results of a survey by R&I Marketplace to find out what people are looking for in appetizer offerings.

1. Crab Cakes
2. Grilled Portobello Mushrooms
3. Bruschetta
4. Egg Rolls/Spring Rolls
5. Quesadillas
6. Appetizer Pizza
7. Chicken Strips/Finger/Tenderloins
8. Chicken Wings
9. Calamari
10. Stuffed Jalapeno Poppers

Appetizers present your customer their first impression of your menu. Make your appetizers "WOW" your customer to tempt and tantalize them for the rest of your culinary delights.

Source: R&I Marketplace Web Site



Top 10 Breakfast Items

1. Breakfast Sandwiches
2. Breads/Specialty
3. Entrée Recipes
4. Breakfast Bars
5. Cappuccino
6. Pastry
7. Bagels
8. Quiche
9. Herbal Teas
- 10a. Orange Juice
- 10b. Waffles

Source: R&I Marketplace Web Site



Top 10 Fully Prepared Foods

1. Sandwiches/Deli Meat
2. Salad Dressing
3. Cakes
4. Pies
5. Brownies
6. Ice Cream Desserts
7. Potato Products
8. Pasta Products
9. Pastries
10. Soups, frozen

Source: R&I Marketplace Web Site

People are consuming both hot and cold beverages regardless of the time of day. That range of beverages includes the menu from start to finish (alcohol or non-alcohol drinks to flavored teas, soft drinks or bottle water and finishing with coffees, teas, and/or after meal libations). Whatever the case, there's an opportunity for extra sales with the consumption of different beverages.



Top 10 Beverages Now in 2001

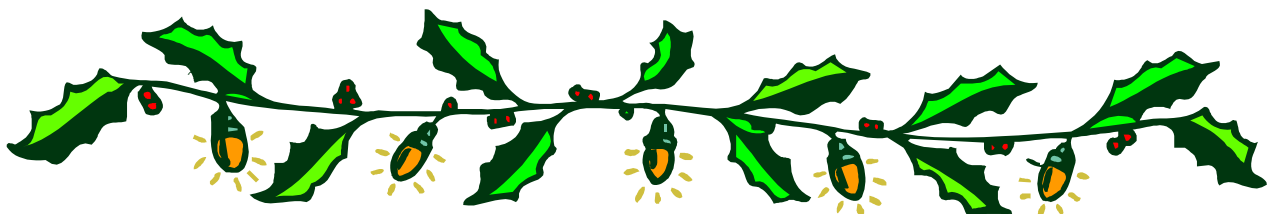
1. Espresso Drinks
2. Fruit Smoothies
3. Coffee/Decaf Coffee
4. Energy Drinks
5. Wine/Champagne
6. Beer
7. Herbal Tea
8. Bottled Water
9. Hot Chocolate
10. Cranberry Juice

Source: R&I Marketplace Web Site

Top 10 Beverages Then in Nov. 99

1. Fruit Smoothies
2. Espresso Drinks
3. Coffee Reg./Decaf.
4. Frozen Drinks
5. Bottled Water, still
6. Nonalcoholic Drinks
7. Beer
8. Wine/Champagne
9. Iced Tea
10. Herbal Tea

Source: Previously listed in an earlier issue of Chef's Corner



Market St. Grill & Parcheezi's

Appetizer Baskets – Feature a variety of appetizer baskets as a change of pace for the fall and holiday season. People are always trying to watch their weight during this season. Temptations abound with Halloween treats (let's face it - it's called CHOCOLATE) and the traditional favorites of pumpkin or apple pie at Thanksgiving and then all the varieties of Christmas cookies. Try...

Vegetable Delight Basket – A combination of fried and raw vegetables with a Horseradish Sour Cream Dip or Ranch Dressing. (Fried zucchini spears, breaded cauliflower and battered mushrooms, crunchy fresh carrot and celery sticks, broccoli flowerets.

Asian Sidekick Basket – Fried wontons and battered mushrooms served with plum sauce.

Italian Sampler – Fill this basket with a mixture of breaded ravioli, breaded mozzarella cheese sticks and zucchini sticks. Serve with warm marinara sauce.



With the focus on turkey during this time of year, serve up some fish & chips or seafood based menu items instead. **English Style Fish & Chips** or **Southern Style Catfish with Hushpuppies** are easy to fix with convenience products on the market. Serve with appropriate sauces: malt vinegar, mayonnaise, tartar sauce, cocktail sauce, and ketchup. (Trident Seafood and Delta Pride feature products that can assist you in offering these types of menu items.)

Wraps are a popular sandwich item that has been added to many menus in recent years. Try serving a **Seafood Salad Wrap** using surimi. Make a seafood salad mixture with the surimi, and fill a plain or wheat flavored flour tortilla with lettuce, tomato, with a touch of ranch dressing. OR Feature **Seafood Soft Tacos** (the mixture is served cold) using the surimi as well. Make up a mixture of surimi, Tabasco, red onion, tomato, olive oil and cilantro. Let this chill. Meanwhile, finely shredded red & green cabbage. Fold in half-warm corn tortillas; fill with the shredded cabbage, then top with the seafood mixture. Serve with picante sauce.

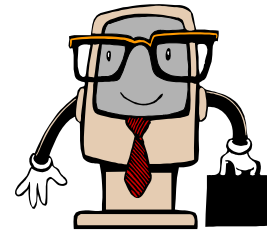
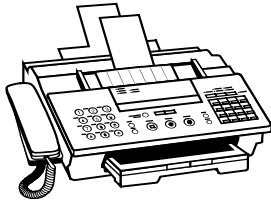


Roasted Bbq Seafood Pizza – Using frozen roasted onion and pepper strips makes this pizza super easy. Top your pizza dough with smokey bbq sauce, roasted onions and pepper strips topped with surimi and two types of cheese (mozzarella and provolone). Bake, cut and finish with Parmesan and fresh chopped parsley.

Other pizzas that add some spice to the holiday season are Mexican Pizza (PZ300) and Buffalo Style Pizza (PZ305). These recipes are a part of the regular Parcheezi's recipes.

(Contact Carol for recipe details.)

Contact Corner



Seeking assistance for your food & beverage operation or just want to say hi to the folks listed, give us a call at 901-874-6639, DSN 882-6639, fax 901-874-6838 or email us.

Food, Beverage & Entertainment Section

John Doelling (Head, Food, Beverage & Entertainment Section) –

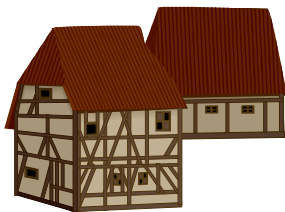
John.Doelling@persnet.navy.mil

Carol Day (Exec. Chef)– Carol.Day@persnet.navy.mil

Marlin Ruhl (Corporate F&B Operations Manager) – Marlin.Ruhl@persnet.navy.mil

Doug Ward (Branded Concept Foodservice Manager) – Douglas.Ward@persnet.navy.mil

A Look from the 1500's



Living in the 1500's was different to say the least. I'm not sure how many of us would have survived if this was some of what we had to live with.

Sometimes they could obtain pork, which made them feel quite special. When visitors came over, they would hang up their bacon to show off. It was sign of wealth that a man "could bring home the bacon". They would cut a little off to share with the guests and would all sit around and "chew the fat".

Bread was divided according to status. Workers got the burnt bottom of the loaf, the family got the middle and guests got the top, or "upper crust".

Lead cups were used to drink ale or whiskey. The combination would sometimes knock them out for a couple of days. Someone walking along the road would take them for dead and prepare them for burial. They were laid out on the kitchen table for a couple of days and the family would gather around and eat and drink and wait to see if they would wake up – hence the custom of holding a "wake".

WARNING!! - New Product That Contains Hemp

Green Tea by Jones Juice (Seattle based company)

20 oz. Glass Bottle

The green tea contains hemp, ginseng and royal jelly.

If the product is consumed it will give the member a positive urinalysis for Tetrahydrocannabinol (THC), which is the active ingredient in Marijuana.

Please discontinue the service of this product.

Charley's Steakery – Our New Branded Partner

MWR is currently developing a license agreement to direct run **Charley's Steakery** concepts on navy bases. Charley's Steakery is part of Gosh Enterprises, Inc headquartered in Columbus, Ohio. The core menu consists of grilled steak and chicken subs, fresh gourmet fries, fresh lemonade and tossed-to-order salads. Co-branding and breakfast options are also available. For more information, contact Marlin Ruhl at 901-874-6646 or DSN 882-6646 or via email at marlin.ruhl@persnet.navy.mil.

